Target Market of Multisensory Magazine Advertisements 4.2

Magazine	Type of Sense Used	Products	Average Age	Gender	Income
People	***Tactile (3)***	Food (1)	41.3	71.4 Female	$68,882
	Auio (1)	TV (1)			
	Pop-up (1)	***Beverage (2)***			
	Smell (1)				
Rolling Stone	Taste (1)	TV (1)	32.3	56 M/44 F	$63,676
Real Simple	LED (1)	Beverage (1)	45.6	Female	$93,186
Vogue	Video (1)	Beverage (1)	N/A	Female	N/A
Elle	Shadow Box (1)	Clothing (1)	N/A	N/A	N/A
More	Shadow Box (1)	Clothing (1)	51	Female	$101,909
Neiman Marcus	Pop-up (1)	Clothing (1)	N/A	N/A	N/A
Mlps. St. Paul	Pop-up (1)	Other (1)	N/A	N/A	$298,000
Hollywood Reporter	Audio (1)	Movie (1)	46	64% M/36% F	$299,200
Gruner & Jahr	Video (1)	Clothing (1)	N/A	N/A	N/A
Entertainment Weekly	Pop-up (2)	TV (2)	38	59% F/41% M	$65,810
Sábado	Video (1)	Auto (1)	N/A	N/A	N/A

("People Media Kit")
("Rolling Stone Media Kit")
("Real Simple Media Kit")
("More Media Kit")
("Minneapolis St. Paul Business Journal")
("Hollywood Reporter")
("Entertainment Weekly")